

# "This I Believe"

*Presenting the Personal Philosophies of Thoughtful Men and Women in All Walks of Life*

April 8, 1954

EDITORIAL BOARD  
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EDITORIAL OFFICE  
485 MADISON AVENUE  
NEW YORK 22, N.Y.

Dr. Wilder Penfield  
Montreal Neurological Institute  
Montreal, Canada

Dear Dr. Penfield:

Mr. Edward R. Bellemare, Consulate General of Canada, has suggested that you, as one of the outstanding leaders of thought in Canada, could make a significant contribution to our program. I am writing as Editor of the radio program THIS I BELIEVE to request you to appear on the program, and to explain to you what the program is and what it does.

Ours is probably the most widely heard radio program in the world. The guests on it, in talks of about 3½ minutes, tell their personal philosophies. The undertaking is completely unsponsored and non-commercial. It is privately financed and nobody derives any financial profit from it.

These statements of faith have brought the widest response from all parts of the world, and we know that they have helped a multitude of people who, in this era of changing values, are concerned about their own beliefs and the beliefs of the leaders of their civilization. The appeal of the program in this country is shown by the fact that a book of 100 selected broadcasts sold 300,000 copies. I am sending herewith a copy of this book, and you will be able to see from it the character of the program and the nature and diversity of the guests invited. An English edition, with half the scripts from Great Britain, the other half from the United States, has just been published. An Arabic edition, published in Cairo, sold out the first printing of 30,000 copies the first day. We are now planning an international edition.

What we want specifically is a statement of about 550 words -- one that can be read in about 3½ minutes. It should be as intimate and personal a statement as you can bring yourself to make, about the principles by which you guide your life. After the text of it is sent to me, arrangements will be made for you to record it. This statement will then be broadcast in English in the United States and will be made available to the Voice of America for broadcast in other countries.

Allow me to express my appreciation for your consideration.

Sincerely yours,

*Raymond Swing*  
Raymond Swing  
Editor

"This I Believe"  
... a daily radio series  
... a weekly newspaper feature  
with guests and  
Edward R. Murrow

*To be ready  
May 15*